

Pancras Pouw

1971 | Woerden, Netherlands

Address

Meteren, Netherlands

Email: pancras@pouw.com | Phone: +31 6 24 50 72 17

**Profile**

Accomplished entrepreneur and thought leader with a strong background in digital innovation, business strategy and data expertise. Proven track record in transforming ideas into impactful solutions and driving transformative change in complex commercial and governmental organizations. Strong expertise in scaling businesses, driving digital transformation, and fostering innovative data-driven solutions in the tech industry. Co-founder and former COO of Engagement Factory, successfully leading its acquisition by Blend360 in 2021. Passionate about leadership, sustainability and the future of digital ecosystems, with a keen focus on leveraging data to drive business outcomes and create value.

Professional Experience**SVP EMEA, Blend360**

2021 – 2024 | Eindhoven, Netherlands

- After the acquisition by Blend360 responsible for the integration of delivery teams and systems into the Blend ecosystem.
- Established and led Blend's first Data team in EMEA, delivering data-driven strategies, analytics, and marketing solutions that enhanced client outcomes and successfully introduced Blend into the market for digital transformation.
- Focused on integrating data-driven strategies to enhance customer engagement and drive business growth.

Co-Founder & COO, Engagement Factory

2012 – 2021 | Eindhoven, Netherlands

- Co-founded and scaled Engagement Factory into a leading digital marketing and customer experience consultancy in EMEA.
- Led high-profile initiatives, delivering innovative digital products and solutions for top-tier clients across various industries, including Athlon Car Lease, Bonnier, De Lage Landen, Dubai Properties, Johnson & Johnson, Kyocera, McLaren Automotive, Nets, Philips Consumer Lifestyle, Ricoh Europe, Spur Group, We Fashion, etc.
- Successfully led the company to its acquisition by Blend360, positioning it as a key player in the global digital transformation space.
- Build partnerships with CX technology solutions providers like Salesforce, Adobe, Hubspot, Braze, Oracle and Microsoft.

Interim Project Manager / Consultant, Freelance

2002 – 2020 | Various locations

Led various digital transformation, e-commerce, and operational projects across multiple industries, managing teams and external vendors to deliver impactful solutions.

- Managed the delivery of high-budget digital initiatives at Philips Consumer Lifestyle, including the development of Marketing Automation Proof of Concept, product advisors, and social media content management systems.
- Spearheaded the operational management of online projects, including the implementation of e-commerce platforms, marketing automation tools, and site search solutions for clients like Officesavers and RHV Germany.
- Led e-commerce platform redesigns, tool selection, and internal training at RHV Germany and other e-commerce startups, driving business growth through optimized digital strategies.
- Provided project management support for KPN's system reorganization, overseeing complex stakeholder and vendor relationships, and ensuring seamless integration of new delivery systems.
- Delivered multiple online projects for clients such as CIBG, RIVM, ING, and the Ministry of Health,
- Managed the development of various online sales channels, processes, and procedures at Q-Supply, enhancing operational efficiency and driving online revenue growth.
- As Technical Ops Manager responsible for project management, leading various online projects across a clients based in Germany, Luxembourg and the Netherlands.

Business Development Manager, Entra

2001 – 2002 | Amsterdam, Netherlands

Consultant, CMG

1997 – 2001 | Amstelveen, Netherlands

Education

The Hague University of Applied Sciences

1993 – 1997 | The Hague, Netherlands

- Bachelor's Degree in Information Technology

Training and courses

- 2024 Data Science Bootcamp
- 2023 Blend EMEA management training
- 2021 Blend US leadership training
- 2016 Salesforce Marketing Cloud Strategy
- 2014 Eloqua Master
- 2013 Developing Innovative Ideas for New Companies
- 2010 Leadership and Motivation
- 2008 Agile Project Management
- 2007 Prince2 Foundation
- 2004 Marketing for online businesses
- 2003 General management and administration
- 2001 Internet strategy development
- 1999 NIBE AOB (General banking course)
- 1998 CMG: Various general personal development courses
- 1998 Krauthammer communication and sales skills

Skills

- **Digital Strategy & Innovation:** Expertise in leading digital transformation initiatives and developing innovative, data-driven business solutions.
- **Leadership & Entrepreneurship:** Proven ability to launch, scale, and lead successful companies.
- **Data Expertise:** Strong focus on integrating data strategies to drive business outcomes and enhance decision-making.
- **Sustainable Business Practices:** Advocate for integrating sustainability into digital and business strategies.

Languages

- **Dutch:** Native
- **English:** Fluent
- **German:** Conversational